

**AMENDMENTS TO THE CLAIMS**

Claim 1. (Currently Amended) A method of sticking a polarizer to a substrate, comprising:  
moving a substrate in one direction along a conveyance line from an input side to an output side,  
peeling a separate sheet from a polarizer to expose an adhesive layer, and  
sticking the polarizer to said substrate, and  
tilting a mounting surface for the polarizer from a horizontal position parallel with the  
movement direction of said substrate during the sticking process.

Claim 2. (Cancelled)

Claim 3. (Currently Amended) The method of sticking a polarizer to a substrate according to claim 1, further comprising:  
holding an end portion of the polarizer at the time of the sticking operation.

Claim 4. (Currently Amended) An apparatus for sticking a polarizer to a substrate, comprising:  
a conveyance line for moving a substrate in one direction from an input side to an output side;  
a polarizer sticking unit for holding a polarizer; and

a peel unit for peeling a separate sheet which is preliminarily adhered on a surface of said polarizer,

wherein said polarizer sticking unit has a sticking roller for pressing said polarizer against the substrate in a sticking position which is positioned along said conveyance line to thereby stick said polarizer onto the substrate, and

a holder for holding an end portion of the polarizer, said holder being movable to follow the movement of said polarizer.

Claim 5. (Cancelled)

Claim 6. (Previously Presented) The apparatus for sticking a polarizer to a substrate according to claim 4, wherein said polarizer sticking unit has a mounting surface and a tilting mechanism for tilting the mounting surface at the time of sticking the polarizer to said substrate.

Claim 7. (Previously Presented) The apparatus for sticking a polarizer to a substrate according to claim 4, wherein said sticking roller is rotatably supported by a roller supporting member, and the roller supporting member is supported in an elevation box, further including a driver for elevating said elevation box and via a cushioning material associated with said driver.

Claim 8. (Previously Presented) The apparatus for sticking a polarizer to a substrate according to claim 4, further comprising a press roller mechanism for sandwiching said substrate

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in cooperation with said sticking roller, wherein said press roller is provided in a position opposite to said sticking roller.